

**SYSTEM, METHOD, AND ARTICLE OF MANUFACTURE FOR DRIVING A  
USER TO ENTERTAINMENT PROGRAMMING BASED ON A PRODUCT  
DESIRE**

**ABSTRACT**

A system, method and article of manufacture are provided for promoting entertainment  
5 programs. A request relating to an item is received from a user utilizing a network.  
The inquiry is mapped to a promotion for a media program of a similar genre. The  
promotion is output to the user utilizing a network.

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